

Message Text

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PAGE 01 STATE 098685

44

ORIGIN COME-00

INFO OCT-01 AF-08 EUR-12 EA-09 ISO-00 EB-07 /037 R

DRAFTED BY COM/SAD/MCLEVELAND/PO;

APPROVED BY EB/OCA/CM/LKLIEFORTH

COM/SAD/JEMURRIN

COM/DM/WTATGE

COM/EM/JDOYLE

COM/OIM/SSD/CECHAPMAN

----- 074382

R 230753Z APR 76

FM SECSTATE WASHDC

TO AMEMBASSY BERN

AMEMBASSY LAGOS

AMEMBASSY LONDON

AMCONSUL MELBOURNE

AMEMBASSY OSLO

AMEMBASSY VIENNA

INFO AMCONSUL AMSTERDAM

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY CANBERRA

AMEMBASSY THE HAGUE

AMEMBASSY PARIS

UNCLAS STATE 098685

E.O. 11652: NA

TAGS: BEXP, XG, NI, AS

SUBJECT: IN-STORE PROMOTIONS: FISCAL YEAR 1977

REF: STATE 008743

1. OIM AGREES TO SUPPORT FOLLOWING RETAIL ORGANIZATIONS
UNDER CURRENT BUDGETARY LIMITATIONS FOR IN-STORE PROMOTIONS
IN FISCAL YEAR 1977, DEPENDENT UPON AVAILABILITY OF APPRO-
PRIATIONS TO BE VOTED BY THE CONGRESS:

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-----A. AUSTRALIA

GEORGES..... SPRING 1977..... 2U,000

----B. AUSTRIA

KONSUM..... OCT. 1976.....25,000

----C. NIGERIA

LEVENTIS.... SPRING 1977..... 15,000

----D. NORWAY.....

STEEN AND STROM SPRING 1977 5,000

----E. SWITZERLAND

GLOBUS..... SPRING 1977..... 25,000

----F. UNITED KINGDOM

---- DENBY'S..... OCT./NOV. 1976.... 25,000

---- JENNERS..... OCT. 1976..... 20,000

2. REFERENCED MESSAGE HAS BEEN AIRMAILED TO POSTS WHICH WERE NOT ON ORIGINAL DISTRIBUTION. REQUEST ALL ACTION POSTS SUBMIT PROMOTION PLAN TO INCLUDE AS MINIMUM, PLANNED DATE AND DURATION OF PROMOTION; NUMBER OF OUTLETS INVOLVED; PROJECTED VOLUME INCREMENTAL PURCHASES; PRODUCT CATEGORIES TO BE FEATURED; PROPOSED USE OF BUYING TEAMS, BUYING OFFICES, SUPPORT SERVICES REQUESTED OF COMMERCE.

3. IF POSTS HAVE ANY ADDITIONAL HIGH PRIORITY PROPOSALS FOR IN-STORE PROMOTIONS, PLEASE SUBMIT BY JUNE 1. SISCO

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE098685
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/MCLEVELAND/PO;
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760154-0943
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760428/aaaaaxjd.tel
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Locator: TEXT ON-LINE, ON MICROFILM
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 8743
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 25 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 AUG 2004 by cookms>; APPROVED <16 DEC 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
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US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTIONS: FISCAL YEAR 1977
TAGS: BEXP, XG, NI, AS
To: BERN
MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006